

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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March 20, 1954

N.C.A. Will Testify on Marketing Orders Legislation

The N.C.A. has arranged to testify before both the Senate and House Committees on Agriculture in connection with legislation proposing to authorize marketing orders on fruits and vegetables for processing.

N.C.A. testimony will be received by the Senate Committee on April 5. The date of the appearance before the House Committee has not been set, but it also will be in April.

Hearings on the Administration's farm program were continued this week by both Committees. Testimony of milk producers and dairy industry representatives occupied the Senate Committee, and the American Farm Bureau Federation and milk and dairy witnesses appeared before the House Committee.

The testimony of interest to canners was that of Allan B. Kline, president of the Farm Bureau, who repeated testimony he had given a week ago at Senate hearings favoring "broadening the present Marketing Agreement Act to cover additional commodities and the enactment of new

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FOA Authorizes Canned Fruits for U. K. under Section 550

The Foreign Operations Administration on March 15 announced its authorization of \$5 million to finance purchases of fresh and canned fruits by the United Kingdom under "Section 550."

FOA authorized \$2½ million for the purchase of canned cling peaches and canned apricots and another \$2½ million for citrus, including canned grapefruit segments.

Canned cling peaches and canned apricots will be purchased in No. 1 Talls, No. 303s and No. 2½s by the United Kingdom Treasury and Supply Delegation, 1800 K Street, N. W., Washington 6, D. C., which expects to mail invitations for bids by March 22.

Canned grapefruit will be purchased from the United Kingdom through normal commercial trade channels. The Ministry of Food has returned

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Details of Canned Food Promotion Campaign Explained to Canners

President E. E. Willkie reported to members of the Canners League of California on details of the N.C.A. Consumer and Trade Relations program at their 50th annual meeting, March 15, at Santa Barbara.

Mr. Willkie based his comments to the California canners on a basic outline of accomplishments of the program since Convention time, phases now in being, and projection of future activities. Similar reports have been presented at spring meetings of several of the state and regional canner associations in the past three weeks (see INFORMATION LETTER of March 13, page 137). To acquaint the full N.C.A. membership with progress in this campaign, substantial portions of the presentation used by Mr. Willkie and others are reproduced on pages 146 and 147.

Small Canners To Get First Chance at QMC Requirements

Small canning firms will have first opportunity to participate in all of the 1954 military requirements for canned fruits and vegetables under an agreement between the Small Business Administration and the Quartermaster Corps of the Army, according to a March 15 announcement by SBA.

A portion of the military requirements for canned fruits and vegetables will be offered by the QMC for negotiation exclusively with "small business." Small canners also will have opportunity to bid competitively on purchases not made under that

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New White Collar Exemption Proposed for Wage-hour Rules

Amendments to the rules for determining the application of the so-called "white-collar" exemptions under the wage-hour law have been proposed by the Wage-Hour Administrator. The proposed revision will have the effect of liberalizing the rules for determining what constitutes remuneration of the employee on a "salary basis."

Exemption from the overtime pay requirements of the law is permitted for certain employees who qualify as executive, administrative, or professional employees. To qualify the employee for the exemption, one of the requirements is that he be paid on a "salary basis." Previously it had been the rule that the employee must receive his full salary for any week in which he performs any work without regard to the number of days or hours worked during that week. The proposed revision of the regulations would allow for certain exceptions to this basic rule by permitting payroll deductions to be made for certain types of absences without affecting the employee's status as a salaried employee.

Among these are voluntary absences by the employee for a day or more for personal reasons other than sickness or accident. The employer also might offset any amounts received by an employee as jury or witness fees or as

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Set-aside Order Terminated Effective April 1

The 1953 set-aside order, formally designated as Sub-Order 3 of Defense Food Order 2, is terminated effective April 1, according to an announcement by the U. S. Department of Agriculture.

With the termination of the order, any canner who still is holding any unpurchased quota balance of any set-aside canned food is released from the requirement to continue reserving such balance for future procurement.

STATISTICS

Canned RSP Cherry Stocks

A report on canners' stocks and shipments of canned RSP cherries has been issued by the N.C.A. Division of Statistics.

	1952-53	1953-54
	(actual cases)	
Carryover, July 1.....	212,949	113,039
Pack.....	3,892,004	3,848,029
Total supply.....	4,104,953	3,961,068
Stocks, March 1.....	700,966	923,773
Shipments during Feb.....	280,529	326,199
Shipments, July 1 to March 1.....	3,403,987	3,037,895

SUPPLIES

Domestic Sugar Quota Raised

The U. S. Department of Agriculture on March 16 announced an increase of 200,000 short tons, raw value, in the supply of sugar that will be available under 1954 quotas. With the increase, the 1954 quota is established at 8,200,000 tons.

In addition to the 8,200,000 tons now available, USDA estimates that 200,000 tons of sugar will be used in 1954 from inventories of sugar charged to 1953 quotas. Hence, the increased quota should be sufficient to provide for domestic consumption of 8,400,000 tons, in line with estimates when the initial order was issued.

White Collar Exemption

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temporary military pay against the salary due for that particular week without loss of the exemption. Deductions for absences due to sickness or disability would be permitted only if the deduction were made in accordance with a bona fide plan, policy, or practice of providing compensation for loss of salary occasioned by both sickness and disability.

The rule changes do not affect the principle that no salary need be paid for weeks in which the employee does no work. Salary penalties imposed in good faith for major disciplinary reasons also will be considered as not affecting the employee's exempt status.

The proposed rules were published in the *Federal Register* of March 9. Interested parties have until April 8 to file their views, arguments or data on the proposed amendments with the Administrator.

Canned Fruits for U.K.

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grapefruit to private trade but still procures most other fruits.

Quantities of the canned peaches, apricots and grapefruit to be purchased have not been estimated, and price is to be the determining factor, according to the U. K. The FOA authorizations will cover purchase of the canned foods and delivery f. o. b. vessel in a U. S. port.

Section 550 of the Mutual Security Act of 1953 authorizes between \$100 million and \$250 million for the purchase of "surplus agricultural commodities." The commodities are sold abroad for local currency and proceeds of such sales may be used by FOA in furtherance of the mutual security program.

Marketing Orders

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federal permissive legislation designed to facilitate farm commodity advertising, promotion, and commodity research activities under administration of the producers."

Speaking specifically to the Administration proposal to make marketing orders applicable to fruits and vegetables for processing, Mr. Kline said that the program is "generally consistent with our recommendations." He continued:

"We recommend, however, that it be amended to provide for the inclusion of processors with producers on the administrative committees for any marketing agreement or order program covering fruits and vegetables for processing. We are not in a position at the moment to endorse the provision which relates to the regulation of the size, capacity, weight, and dimension of containers under the Marketing Agreement Act.

"Our five national commodity advisory committees and the American Farm Bureau board of directors will be meeting the latter part of March and the first two days of April, and we may be able to make further recommendations at that time."

The Farm Bureau president did not develop his recommendation for permissive legislation to authorize producer-controlled promotion and research programs for agricultural commodities.

The U. S. Department of Agriculture, in its presentation to the House Committee, explained the proposal for marketing orders on processing crops as follows:

"Section 401(a) amends the Agricultural Marketing Agreement Act of 1937, as amended, to authorize the continuous operation of marketing agreements and orders, even though prices are above parity, where necessary, in the interest of producers and consumers, to provide an orderly flow of the supply of an agricultural commodity to market throughout its normal marketing season to avoid unreasonable fluctuations in supplies and prices.

"Section 401(b) amends Section 8(c)(2) of the Agricultural Marketing Agreement Act of 1937, as amended, to authorize the issuance of orders regulating the handling of honey and fruits and vegetables for canning or freezing but prohibits the regulation of canned or frozen fruits or vegetables.

"This type of regulation has been requested by a number of fruit and vegetable producing groups. The potato industry, for example, in the Western states, is operating under marketing agreement programs. They attempt to keep the culls and lower-quality potatoes off the commercial market. However, such low-quality potatoes can be disposed of to processors for the manufacture of potato chips, potato granules, frozen french fries, and similar products which thus return to the market in direct competition with higher-quality potatoes. Representatives of the potato industry have recommended that some method be devised of regulating the quality of potatoes disposed of in processing outlets, in order for producers to develop an improved market for quality potatoes. The Florida citrus industry, particularly grapefruit producers, have expressed considerable interest in this type of regulation. This industry has operated under a marketing agreement program for fresh fruit for 15 years, but are encountering problems inasmuch as about two-thirds of the total Florida citrus crop is marketed in processed form. The red sour cherry industry, which markets its crop largely in canned and frozen form, has expressed interest from time to time in such type of regulation. Where a large part of a crop is marketed in processed form, the operation of a marketing agreement program for that part sold fresh without some concurrent regulation of the commodity moving to the processed outlet presents a difficult problem. The proposed amendment would permit regulation of fruits and vegetables sold for processing but would not attempt to regulate the frozen or canned product."

Karl D. Loos, USDA Solicitor, who made the Department's presentations on the farm program to both the Senate and House Committees, is resigning to return to his law practice in Washington, D. C.

CONGRESS

Export of Surplus Commodities

Legislation to increase the consumption of United States agricultural commodities in foreign countries will be the subject of hearings before the House Committee on Agriculture on March 22.

The bills would authorize the President to negotiate with friendly nations for the commercial sale and export of "surplus agricultural commodities" in exchange for foreign currencies.

The nature and volume of the "surplus" would be determined by the Secretary of Agriculture. The foreign currencies would be converted into dollars by the Export-Import Bank of Washington from funds transferred from the Commodity Credit Corporation, not to exceed \$1½ billion. The foreign currencies would be at the disposal of the U. S. government for specified purposes.

Mexican Farm Labor Program

The President on March 16 signed H. J. Res. 355, which extends the authority of the Secretary of Labor to arrange for employment of Mexican nationals in agriculture (P. L. 309).

President Eisenhower said the purpose of the new law is to give migrant Mexican labor the protection of U. S. laws. He said the day may come when the Mexican and U. S. governments may decide that a formal agreement to permit the exchange is no longer necessary, but that appropriate action within each country is essential. He said the bill enables the Secretary of Labor to carry out the program whenever required.

SBA Publications

The Small Business Administration, which has headquarters in the Lafayette Building, Washington 25, D. C., has issued the following publications as management aids for small business:

"Appraise Your Competitive Position To Improve Company Planning"—guides to analyses of sales, manufacturing, profits, return on investment, and capital turnover.

"How To Build Your Sales Volume"—suggestions on the sales pattern, stimulating the sales organization, advertising, and sales management.

The Seafood Scanner

The first edition of *The Seafood Scanner* was issued March 16 by the Northwest Branch of the N.C.A.

The bulletin is designed to assist members in attaining higher quality packs of fishery products. The bulletin will be issued from time to time to a mailing list now being compiled.

Requests to be placed on the mailing list should be addressed to Dr. E. D. Clark, Northwest Branch of N.C.A., 826 Skinner Bldg., Seattle 1, Wash.

PERSONNEL

N.C.A. Sanitarians Speak

E. S. Doyle, sanitarian, and Walt Mercer, sanitation specialist, both of the N.C.A. Western Branch Laboratory, were the main speakers at sanitation conferences held this week by the Northwest Cannery Association.

Canners League of California

The Cannery League of California elected the following officers recently at the League's annual meeting:

President—John E. Dodds, Schuckl & Company, Inc., Sunnyvale; vice president—D. E. Martinelli, Lake County Cannery, Inc., Upper Lake; executive vice president—M. A. Clevenger, San Francisco (reelected); secretary-treasurer—R. J. Marsh, San Francisco; assistant secretary—E. B. Murphy, San Francisco.

A. W. Eames, Jr., Elected

A. W. Eames, Jr., was elected a director of the California Packing Corporation, San Francisco, on March 11, it is announced by R. G. Lucks, president. Mr. Eames fills the vacancy on the board created by the resignation of G. R. Ward.

Mr. Eames is a son of the late A. W. Eames, Sr., who was president of the firm from 1940 until his death in 1948. The new director joined the Del Monte organization in 1935 after attending the University of Oregon. He was Calpak's Northwest division manager from 1945 to 1950, and for the past four years has been assistant manager, Pacific Coast canned foods production.

FARM PROGRAM

Marketing Order on Olives

Notice is given in the *Federal Register* of March 13 that the Agricultural Marketing Service, USDA, will reopen the hearing on the proposed marketing agreement and order program regulating the handling of olives grown in California or Arizona.

The reopened hearing will be held for the purpose of receiving additional evidence with respect to economic and marketing conditions relating to (1) provisions of the proposed marketing agreement and order, (2) the USDA's recommended decision, (3) additional proposals by members of the olive industry, and (4) appropriate modifications of any of these proposals.

The reopened hearing will begin at 10 a. m. April 12 in the Venetian Room, Sacramento Hotel, Ninth and K Streets, Sacramento.

Copies of the notice will be mailed soon to all known growers and handlers of California and Arizona olives, according to USDA. Copies of the notice are available at the office of W. Allmendinger, field representative, Fruit and Vegetable Division, AMS, 1000 Geary St., San Francisco.

RESEARCH

Stainless Steel Substitutes

A long-range effort to save nickel and develop substitutes has been recommended by the Business and Defense Services Administration, U. S. Department of Commerce.

The BSDA and other government agencies are looking toward the future "because of the scarcity of nickel in times of emergency and the essentiality of the metal in production of military and atomic energy items," it was announced.

The announcement followed a meeting with the BSDA's Stainless Steel Utensils Industry Advisory Committee, which assisted in a test at a private hospital in Chicago last year using utensils made of the customary 8 percent nickel-bearing steel and similar utensils made of a type of chrome steel that contained no nickel.

The Committee members expressed doubt that the nonnickel-bearing items were less corrosion-resistant than the nickel steel, and suggested further tests in a hospital along the seacoast.

CONSUMER AND TRADE RELATIONS

Details of Canned Food Promotion Campaign Explained

Following are substantial portions of addresses by various speakers outlining accomplishments of the N.C.A. Consumer and Trade Relations program, phases now in being, and projection of future activities:

Fifteen minutes after the N.C.A. Board of Directors voted to engage this year on a Consumer and Trade Relations program, a long distance call from Atlantic City to New York started the wheels rolling. Radio script and press writers in the organization of Dudley, Anderson and Yutzy, popularly known as DAY, began pounding out copy on their typewriters.

The first N.C.A. Committee named in 1954 was a technical subcommittee made up of canners with public relations experience, to supervise the program. They held two meetings before we left Atlantic City and another in New York the week following and they've been in close contact by phone and mail ever since. Members of the Home Economics, Information, and Statistics staff, who are most directly involved in the program, have been conferring and working with DAY representatives on almost a daily basis. Preliminary aspects of the work are actually in being.

The program, as you know, is two-pronged. It will do a job to build canned foods acceptance with the consumer and with the distributor—the broker, the buyer, the retailer. The aim is to build prestige and prominence for canned foods in both areas.

The retailer now pretty well understands that canned foods bring the traffic into his store and give him the least amount of expense and trouble in handling, and the smarter retailer knows they are the most profitable section of his business, and, as such, deserve prestige, or prominence-treatment in display and promotion. We hope this campaign, therefore, makes all consumers and all retailers equally smart. And, in conducting it, maybe all canners will become equally smart, as well.

I use the term "conducting it," because it isn't going to be our agency, our committee, our staff, that is going to conduct this campaign—it is going to be the individual canner!

What is being done right now to get more consumers accepting, buying and proudly using canned foods? I can report the following accomplishments:

DAY already has made several contacts with national publications of the magazine, supplement and syndicate type, to develop feature stories. Many of these have closing dates six months ahead and to get results in 1954 no

time could be lost. Several of these already had food features in preparation and the canned foods prestige story is being worked into these. Contacts with these key editors, and with commentators, broadcasters, and others with national audiences or readership, of course, are continuous. When the harvest from this work begins to emerge, it also will be continuous.

The first fruits of this work that can be reported now will show up dramatically in the "Picture Book Section" of the *Woman's Home Companion* for May. This photostat enlargement of the front cover pictures and quotes a Mrs. Harriet Heneveld, in her kitchen, opening a can and saying: "Because of Canned Food We Eat Better Today." Mrs. Heneveld is not a professional home economist; nor is she an imaginary housewife. She's an actual, living person, and Heneveld is her real name. She was selected as a model for the action pictures in the feature, because she is a typical American housewife, a mother with a representative family and income. She's Mrs. America, but not the one they choose at Atlantic City. She represents the millions who buy and use our products.

The theme of this feature is one of pride, versatility, and the creative possibilities in canned foods cookery. The 12-page section will include two color spreads and will make generous use of color pictures throughout.

Circulation of the *Woman's Home Companion* is 4,381,000, with 10,700,000 readers. Last year this magazine carried a total of 132 pages on food, for an average of 11 per month.

Arrangements have been made by DAY to merchandise this feature. The magazine is providing 4,000 reprints. These will not be available before April 10, but will be placed in the hands of all N.C.A. members before *The Companion* appears on the newsstands.

The writing staff at DAY has been working hard also on basic TV and radio outline scripts of all kinds—straight statements, question-and-answer dialogue, and interviews, for the use of commentators. Some of these already have been put out on trial runs around New York City and have had some use there on local stations. Six other scripts, one each on economy, variety, availability, convenience, nutrition, and safety, will be tested on station KSTP-TV or WTCN, Minneapolis, in early April. If audience-reaction is favorable, these programs will then be expanded nationally.

A special television kit is being sent to 132 women's program telecasters in 78 cities, in 35 states. Total estimated audience is close to 10,000,000. The

kit will suggest programs that follow the idea and theme of the *Woman's Home Companion* feature. It will suggest that the telecaster choose a "Mrs. Heneveld" from her own community, a typical housewife and mother with similar family and income. The kit will contain photos of the canned food dishes shown in *The Companion*, together with recipes and a demonstration-outline for the telecaster to follow. Each program will be provided with a package of assorted dummy cans labeled to illustrate variety.

The combination of the local "Mrs. Heneveld" as guest, the menus and recipes, the theme of prestige, pride and creative cookery, plus the physical "props" of cans should result in some excellent N.C.A. TV programs. DAY's supervisor of radio and TV also will schedule a number of personal appearances on TV shows in various parts of the country using this same program approach.

The combined audience of these TV shows, with that of the *Woman's Home Companion* circulation, will run over 20 million.

Turning now to other phases of this campaign, there have been preliminary discussions and some paper work already toward organization of the National Canned Foods Conference to be held at the next Convention. This is a consumer-prestige effort in its entirety. It will build canned foods prestige in the minds of hundreds of food editors and other consumer-opinion leaders, to be reconveyed by them to millions of housewives.

This speech I am delivering today has been written, and several like it, for other state canner association meetings this spring, and although I'm not talking directly here to consumers, nevertheless we're using this meeting, and all other state meetings where an N.C.A. representative speaks, as a springboard for publicity that points up phases of the public service of this industry and its products. This is a policy the Information Division has carried out for several years.

(Note—To illustrate, the speaker here referred to text of the press release issued from various cities. At each meeting the speaker read or referred to the press release from that particular meeting place, each of which was on a different subject.)

Plans also are being drafted for special feature stories dealing with the importance of canned foods and of the canning industry at various local area levels, and when these are ready, individual canners will be asked to get the stories used locally.

So much for the beginnings of the Consumer Relations part of this campaign; there will be an increasing volume of items to report as the momentum builds up.

Let me report now what is underway in the realm of Trade Relations.

You will recall that, to advise, counsel, and direct this part of the program it was proposed that an operations committee from the distributor associations be named. We have put out feelers to several of these groups to get proper nominations and appointments. There was a meeting on this recently in Chicago and we hope to complete and announce this committee shortly.

The Don White Organization, the marketing research outfit retained by DAY to obtain information from retail points-of-sale which would be useful in pushing our campaign, has been working since Convention time. Data is coming in constantly from the 137 cities where it performs its scouting operation among the stores.

This information tells what canned foods sales conditions are, what the trend seems to be, the habits and practices of customers in selecting and of store managers in their handling and display of your goods. Just last week DAY was in contact, through the Don White Organization, with executives of 73 large food chains who operate super markets in 150 cities, accounting for 60 percent of all food sales. Through those contacts efforts are being made to dig up current trade information at the super outlets on attitudes, opinions, plans and promotional programs.

All this information, plus material the N.C.A. Statistics Division is assembling and organizing, will be combined in sales facts kits that will pinpoint local and commodity situations. Individual canners will be receiving these shortly. Each kit will have an outline of what you can do as an individual canner to promote attention and emphasis on canned foods with your broker, your buyer, your sales outlets. As the program develops and more information is assembled, it will be possible to add to these sales facts kits.

Later, kits will be going out to distributors promoting the idea of greater emphasis on canned foods at point-of-sale, giving them facts and figures tended to induce in them a more favorable attitude toward pushing our products. Until the time when a comprehensive cost study of canned foods in the retailer's picture can be conducted, case histories or success stories of certain outstanding chains, or other organizations, that have made such cost studies of their own, will be used as examples.

Preparation is under way now also of 10 specific feature articles for the grocery trade journals that will feature profit angles, ways of adding showmanship to canned foods selling, and other similar points. Press releases already have been made to such publications announcing and analyzing the N.C.A. program. These are themselves, in a sense, prestige efforts, for they show the trade that

the canning industry has a "new look," is promotion-, merchandising-, and sales-minded. That is, itself, on the credit side. Just last Tuesday (March 9), 18 editors and promotion representatives of leading grocery trade journals met with DAY in a three-hour session in the Roosevelt Hotel in New York City, and were given the low-down on the N.C.A. program followed by a round-table discussion to enlist their support and also to ascertain how we can help them do a better job for canned foods.

A pilot study of retailer attitudes toward canned foods is being launched in Philadelphia, chosen because it has a fairly equitable distribution of large chains, smaller super markets, and independent "co-ops."

Some of the large buying organizations now have sales training courses where certain clerks of potential managerial or administrative caliber are instructed. Material on canned foods know-how—size, sizes, can sizes, styles-of-pack, quality-factors, etc.—is being fed as teaching outlines into these courses. This is a prestige-builder for store personnel.

This represents about all that can be reported now, but the program grows and expands, and you'll be learning more and more about it in the INFORMATION LETTER and in other Association reports, as new facets of the drive are developed and perfected.

Certainly all this will begin to reap results. These efforts, applied at consumer and trade levels, along with current advertising campaigns and promotions by can companies, steel companies and commodity groups, should bring customers into the stores for canned foods.

Now what can individual canners do to meet and hold this demand that is being created for their products?

There are several things, and they are of vital importance:

(1) While you are waiting for your sales facts kit you can begin to develop a feeling, or an atmosphere if you like, with your brokers, your buyers. You have had a seller-buyer relationship before, but that is kind of a cold thing. Talk to him now like a member of your team. He constitutes your sales and distributor organization. You are both in this thing together. He profits with you from any increase in canned foods usage and sale that either or both of you bring about. It can only be done with team play.

Establish with him your awareness of his importance and yes, his responsibility, in achieving the aims of this campaign. In contacting him you should be a representative of the canning industry, not just your own line, but when you get the conversation on the institutional level you'll be surprised how easy it will be to get his support at the brand level. Maybe you've been a little negligent on mer-

chandising in the past. Admit it; but let him know that now things are different. He'll be interested in the change. He'll be receptive. Now you want to work with him. You are both promoters now; the relationship becomes closer.

Don't be scared if you have a hundred brokers, a hundred buyers. Start this warming up process with one, or two, or three. Don't wait.

(2) Your label is your salesman. You can't be at every grocery shelf that holds your cans, but your labels are there.

Take a look at that label. Is it really talking for you? Is it attracting the consumer's attention; is it making her buy; is it helping her use your product? Is it making friends and influencing people? No campaign by DAY, no decisions by an N.C.A. committee, no amount of Association staff work, will help you move your goods if that label of yours isn't selling for you. As self-service practices in the stores increase, so does the importance and influence of your label. A 1952 survey indicates that 76 percent of food purchases are made in self-service stores; and it is probably higher than that today. Also, as the education level of the public continues to rise (and this goes on constantly), the more frequent becomes label-consultation by the housewife-purchaser. Your label is one sales tool you can completely control. If you are not using it to its fullest effect in attracting attention and in guiding purchase and use, you are not doing your share in this all-out merchandising effort, nor are you getting your share of sales.

(3) The N.C.A. Program of Consumer and Trade Relations is a combined effort to sell more foods that won't come back to more customers who will.

This means that the individual canner should check his quality and make sure he is packing the quality that brings the housewife back for more. If you ask what you can do now, in this drive for greater use and acceptance of this industry's products, I think the prior and most important step is to scrutinize again your workmanship, your factory practices, your selection of quality to put in the can and your maintenance of quality in that processed can.

All the efforts of merchandising experts, of the great brotherhood of canners and distributors, the money spent on trade and institutional advertising, the midnight oil burned in devising and executing promotion programs, will go for naught unless the consumer receives a product she wants and likes. The best contribution the individual canner can make to the success of this promotion of canned foods is to ensure that each can he packs performs as a salesman for the next one.

PUBLICITY

Better Living Magazine

In a gourmet style article giving recipes using canned fruit in the April issue of *Better Living* magazine, Jean Bowen says of fruit, "Its sparkling taste appeal brightens everything it touches—appetizers, meats and desserts are extra colorful, extra tempting."

The article "Sweet Fruit for Any Course," features six recipes using canned fruits—fruit cocktail, peaches, pineapple, apricots, figs, dark and light sweet cherries. In a full-page color photograph some of the foods are shown attractively served.

A short feature in the magazine is entitled "2 Quick Dishes from Canned Tomatoes." This gives the recipes for two dishes using canned tomatoes and has pictures showing how to make them.

Family Circle Magazine

"Plan Your Lenten Meals Around Eggs, Canned Fish, Cheese" is the title of an article in the March issue of *Family Circle* magazine.

Julia Lee Wright, homemaking editor, says in her article, "Your family can look forward to some mighty good eating with these gourmet-flavor-on-a-budget main dishes. Add a hearty tossed salad, pass your favorite hot bread, and end with canned fruit and store-bought cookies." The recipes for a salmon dish, two tuna dishes, a dish using canned tomatoes, and one using tomato sauce are given and are shown in an attractive two-page color photograph.

Everywoman's Magazine

Prudence Dorn, food and equipment editor, features deviled ham recipes in the March issue of *Everywoman's* magazine. The column entitled "Hot and Deviled" gives recipes for two sandwiches and a loaf. The recipes are described as "Quick luncheon dishes perked up with spicy deviled ham."

Small Canners

(Concluded from page 143)

program, according to the announcement.

The Small Business Act of 1953 defines a small business as "one which is independently owned and operated and which is not dominant in its field of operation." The Department of

Defense further defines small business as "any concern which, including its affiliates, employs in the aggregate fewer than 500 persons."

The QMC is studying how to implement the program for small business. Still to be determined is what percentage of total requirements of each item to reserve for negotiation with small business.

Under policy prescribed by the Defense Department, if a contract cannot be made with a small business concern without detriment to the government's interest, because of unreasonable price or other factors, the QMC may be relieved of its obligation to negotiate further with that firm and may obtain that portion of its requirements from other suppliers.

MARKETING

Distribution Data Guide

In an effort to assist business in the improvement of distribution techniques and to stimulate a wider use of marketing information, the U. S. Department of Commerce has issued the first of a new series of reports entitled "Distribution Data Guide."

Issued monthly by the Office of Distribution, of the Department's Business and Defense Services Administration, the publication lists currently available basic United States Government and non-government publications and other printed material re-

lating to distribution, marketing, and selling.

Designed to serve persons engaged in the general field of marketing, the new service was established with the advice of the Department's National Distribution Council, a group of private advertising, marketing, and merchandising authorities, and other business groups, including the Distribution Committee of the National Association of Manufacturers.

The plan calls for the cooperation of trade associations, publishers, and others who originate material on distribution, who have been invited to furnish each month to the Department of Commerce appropriate material issued by them.

The information received will be listed and descriptions of it included in the "Distribution Data Guide."

It is believed by Department of Commerce officials and their business advisors that this new information service will stimulate a more widespread use of marketing information and data and contribute to the improvement of distribution methods.

Publications and other printed material received by the Department under this new business program will be placed in a library on distribution and will be available for reference by businessmen, educators, research workers, and others.

Copies of the "Guide" will be distributed free during a few months developmental period after which it is anticipated that it will be placed on a subscription basis.

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